

# Welcome

As promised in our previous edition of Straight Talk, we have now analysed the results of our recent client survey and share the findings with you. Firstly, thank you to our clients for sharing their valuable time with us. We were delighted with the number of clients that took the time to communicate their thoughts.

## The key findings were:

- 93% of clients would highly recommend our services.
- 100% of clients felt our technical knowledge met their expectations.
- 14% of clients said they would like us to communicate more regularly with them, no clients said we communicated too much!

The key areas that we need to work on include; providing clearer fee estimates, being easier to access on the phone and updating timeframes as the job evolves.



We are committed to ensuring you see improvements in these areas over the next few months.

In the meantime if there are issues that you think need to be brought to my attention I would be very happy to hear from you. Please call 9258 6700.

Best Wishes, Ian Hanley.



## RMIT/La Trobe University International Accounting Study Tour 2007

Chris Malkin, Principal WHK Greenwood was recently invited on the prestigious RMIT/La Trobe University International Accounting Study Tour January 2007. The three week tour of Europe and the UK visited some of the world's largest organisations, including Volkswagen, Siemens, BMW, Nestle, Films Paramount, Tesco and the International Accounting Standards Board.

Chris shared some of his insights from the trip:

- Across all the companies visited and the industries they represent the clear message was that the customer comes first in all their thinking.
- The customer comes first mantra also applies to staff, with staff being treated as internal customers.
- Europe was very "vital" with Germany and Switzerland demonstrating innovative thinking. Chris was concerned that Australia seemed almost old fashioned and complacent compared to the vibe in Europe.
- The gap was very obvious between the have a lots and have nots – and widening. Chris reported long waiting lists on Porches.

One of the benefits of the tour was access to the top accounting students chosen for the tour from RMIT and La Trobe Universities.

WHK Greenwood provided two scholarships to top performers on the trip (presented by Sir David Tweedie, Chairman International Accounting Standards Board, London) enhancing our access to the best available graduates.

We believe in providing a great place to work and look forward to having some of the best student minds joining us. Chris was very impressed with the calibre of students on the trip and felt very confident that our business is well situated to grow with those top students joining us.



Photo above: left to right: Assoc Professor Les Nethercott ~ Latrobe University, Laurie Webb~ RMIT University, Dante Rosati~ Winner of WHK Greenwood Scholarship, Sir David Tweedie~ Chairman of International Accounting Standards Board, Anmarie Antoni~ Winner of the WHK Greenwood Scholarship, Chris Malkin~ Principal WHK, Professor Sheila Bellamy~ Head School of Accounting and Law, RMIT University.

Chris Malkin heads our Superannuation Specialty Group. Chris is regularly published in the technical and main stream media and is well known nationally as a presenter at superannuation seminars and congresses.

## Tax Talk

Our previous newsletter, Money Alert, has now evolved into a monthly, online newsletter specifically relating to tax issues – thus it's been renamed Tax Talk!

To keep up to date with the latest legislation in the ever changing world of tax go to [www.whkme.com.au](http://www.whkme.com.au) and select the dropdown newsletters under news & articles.

## Complimentary subscription to CEO online

In our client survey conducted in late 2006 we asked clients what the toughest issues were that they faced in business. One of the key areas raised was managing people. To assist our clients with this integral part of the business we have arranged for a complimentary subscription to CEO Online.

CEO Online ([www.ceonline.com](http://www.ceonline.com)) aims to help solve people management problems, achieve sales and profit growth - and more.

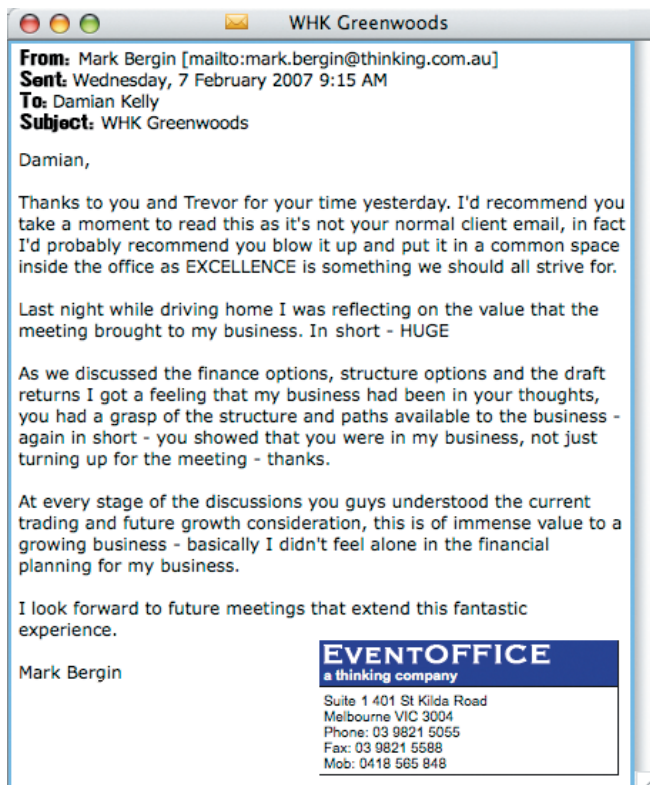
You can access articles and case studies, listen to audio-seminars, watch interviews with successful business people or participate in forums with other business leaders.

To subscribe to this online business resource go to: <http://www.ceonline.com/forms/register.aspx>. Scroll to the bottom of the page, select 'OTHER' as the subscription level and, when prompted, enter the sponsor ID: **whkg**. Enter your details and that's it!

## Client feedback

One of the greatest pleasures in our work is receiving an email letting us know how we have added value to their business. This one from Mark Bergin, Event Office, takes the cake!

Thanks to Mark and others for taking the time to express their kind sentiments.



## WHK Greenwoods - proud to support Melbourne's Longest Cake

WHK Greenwoods is proud to be a sponsor of 'Melbourne's Longest Cake' - a cerebral palsy fundraiser. Indulge your sweet tooth and support people with Cerebral Palsy at the same time.

Come along to Crown on the Promenade from 10am to noon on Sunday 25th March 2007 and eat some of Melbourne's Longest Cake!

Planned to be hundreds of metres long, this culinary feat is part of the Melbourne Food and Wine Festival.

Proceeds go to the Cerebral Palsy Support Network and Solve! At Royal Children's Hospital, for Cerebral Palsy support, information and research.

## 10 Best Investment Ideas for 2007

The last four years have generally been good to Australian Investors: share prices have doubled, inflation & interest rates are still the lowest since the 1960's and there have been rafts of change, mostly good, to superannuation.

### But what do the next few years hold?

On February 15th WHK Greenwoods Wealth Management division held a special presentation at Kooyong Tennis Club sharing their 10 Best Investment Ideas for 2007.

Tim Townsend, Principal, WHK Wealth Management noted that being an election year, the impact of government actions is likely to be positive for investors and that there is not much time left to get your superannuation strategy right.

Special guest speaker, Deborah Wiselenski, Naturopathic trainer & Educator from Blackmores then shared some tips on Heart Health.. **it's our aim to help our clients be Healthy, Wealthy & Wise!**

If you would like to receive a copy of the 10 Best Investment Ideas booklet please contact Sara Astill on 9258 6836 or email: [sastill@whkmel.com.au](mailto:sastill@whkmel.com.au).

